

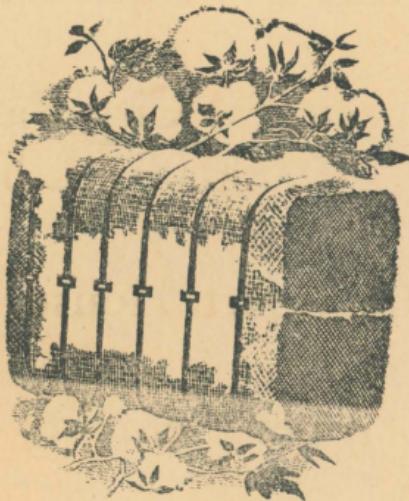
# Hall County

The Heart of the  
Upper Red River Valley

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A COUNTRY WITHOUT AN  
EQUAL

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MEMPHIS, TEXAS

The City Beautiful  
... at the ..  
Foot of the Plains

HEALTHFUL PROSPEROUS GROWING

## MEMPHIS

The fastest growing city  
on the Ft. Worth and  
Denver R. R.

A CITY  
of Churches, Schools and  
homes

A fine 15 acre suburban  
Park

A beautiful City Park  
A \$10,000.00 Library  
building

Fine Court House and  
Lawn

15 miles cement side  
walks

\$20,000 Sewer System  
\$75,000 Water System  
\$50,000 Light and Ice  
Plant  
\$100,000 Oil Mill  
4 Fine Gins.

## INTRODUCTORY

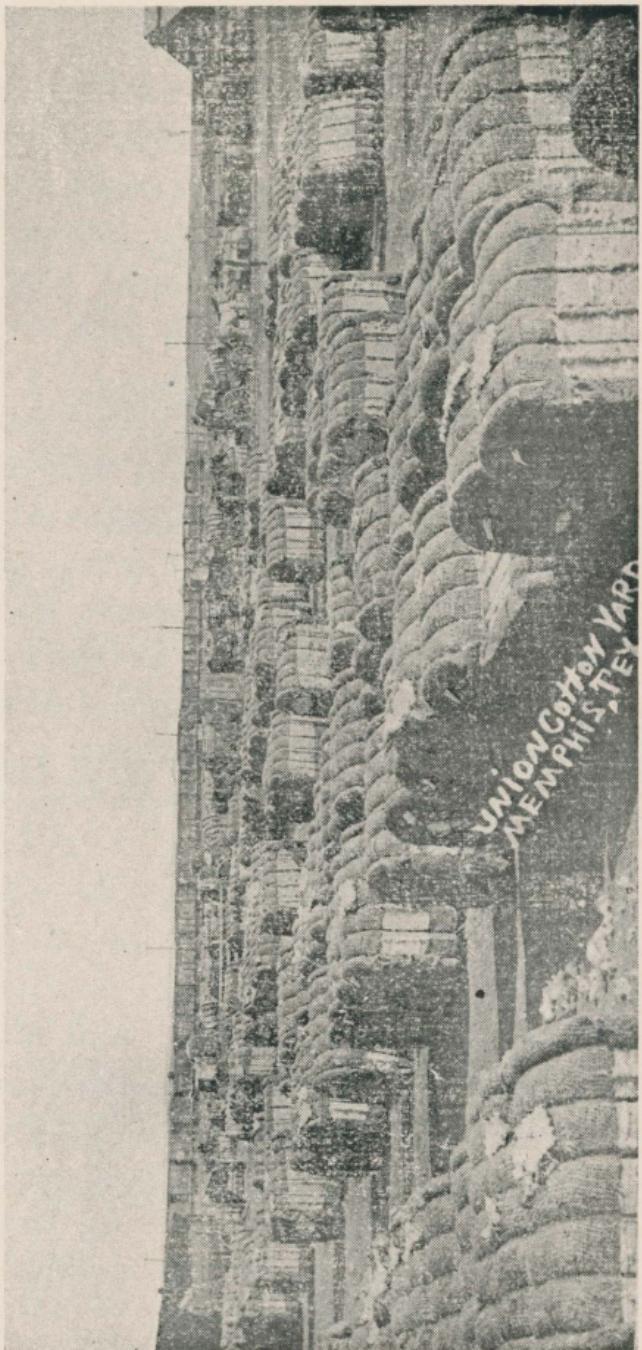
Until in recent years what is known as the Panhandle of Texas was supposed to be a barren waste, fit only for the cow man and his herds, and the wonderful development that has taken place reads almost like a fairy tale.

It is the object of this little booklet to bring to the attention of the public a few of the many advantages of this much favored part of our great state, and in so doing we promise to give ONLY FACTS, which can be fully substantiated, and ask the reader to investigate to the fullest extent

It is our aim to interest good citizens who for any reason are contemplating a change of residence. We do not hesitate to say that there is no more certain crop producing county in Texas than Hall County, and a visit here will prove to any fair minded man that our citizenship is high class and moral conditions first class.

We will take pleasure in furnishing further information if desired.

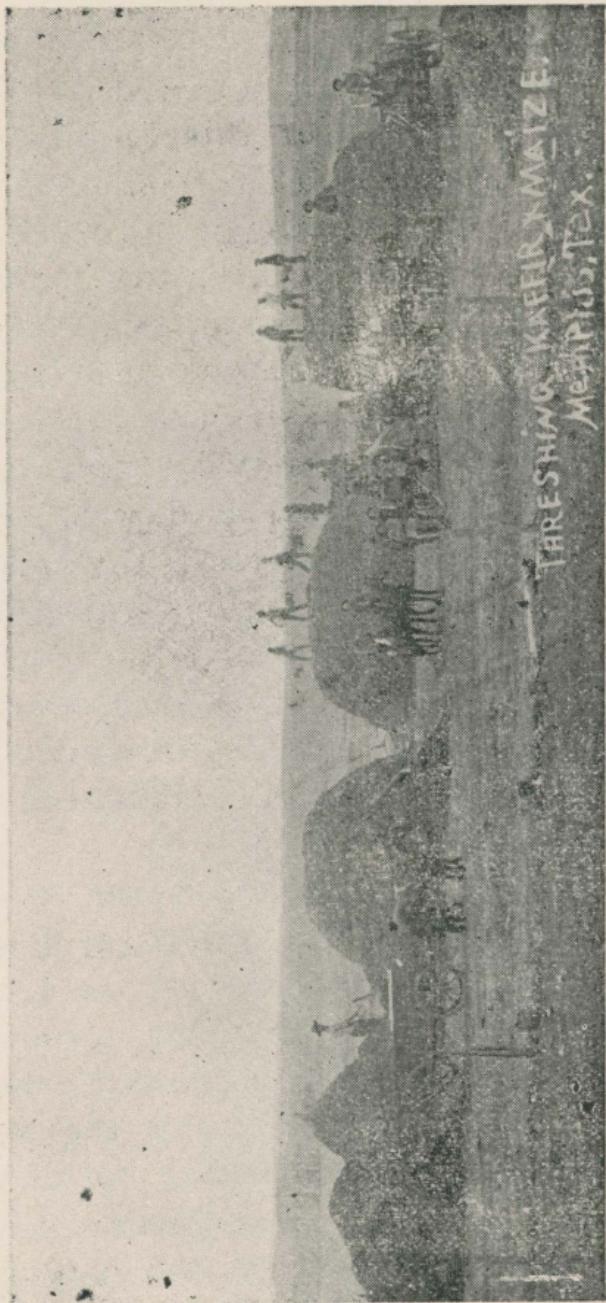
Respectfully,  
**Memphis Commercial Club**



## COTTON

The soil and the seasons of Hall County are especially adapted to the successful growth of this important crop, and Hall County has made a general average for the past 14 years (which is the extent of the time farming has been carried on in the county) of over one-half bale per acre, and considering the fact that our farmers can cultivate almost twice as many acres as can be cultivated with the same force in other parts of the state, renders cotton growing more profitable here than most parts of the country, and the absence of boll weevil and other cotton pests account for the certainty and prolific yield of this crop.

Our farmers are improving their seed and now have the early varieties that mature early, which assures early opening and while our seasons are a little later than Central Texas, the uniformly dry falls and the absence of dews furnish our farmers splendid opportunities to gather, and cotton picking is rarely interrupted before Christmas.



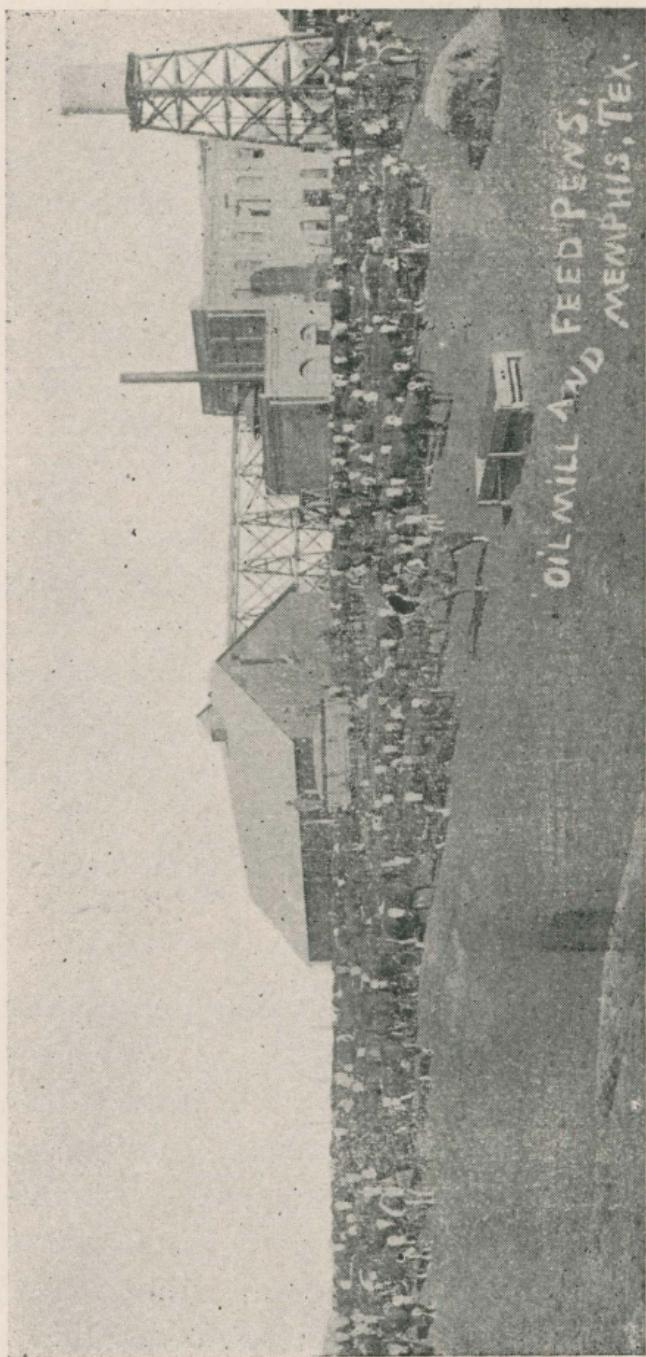
WATERFALL  
THREE SHAW FAIR IN MATIZ  
MEXICO, TEX.

## KAFFIR CORN AND MAIZE

While Hall County can and does raise considerable corn and oats, the ease with which Kaffir Corn and Maize is grown and the absolute certainty of abundant yield has brought these valuable cereals into prominence, which has made Hall County and the UPPER RED RIVER VALLEY COUNTRY famous as a feed producing country, and as the food value of these grains are becoming known to consumers everywhere the demand is growing rapidly and the raising of these crops is paying the farmers a splendid profit when sold on the market. But the greatest profit comes by feeding to hogs and cattle, and Hall County is fast becoming a great hog and beef producer.

### JUNE CORN

The Mexican June Corn is another important product, which grows here in the greatest abundance, for which there is a ready market, our grain dealers furnish the large seed houses with large quantities each year. They also ship sorghum seed, millet seed, kaffir corn and maize in abundance.



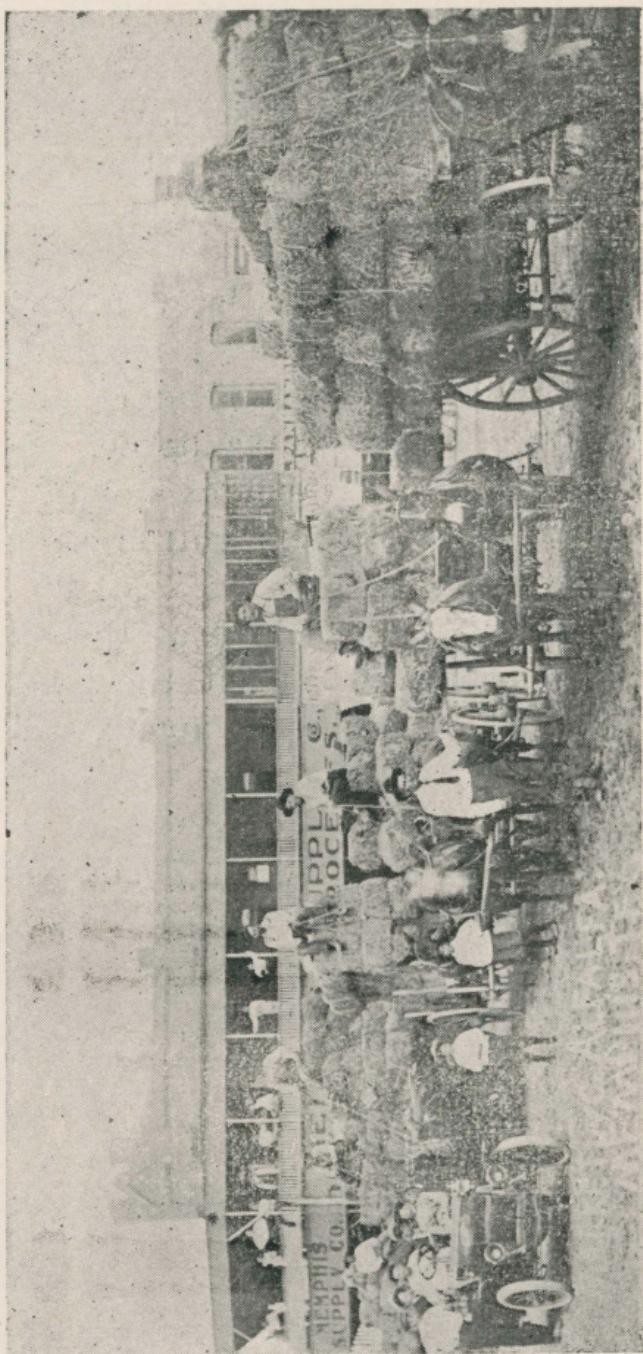
OIL MILL AND FEED PENS,  
MEMPHIS, TEX.

## BEEF FEEDING INDUSTRY

The establishment of the great cotton oil mills at Memphis has developed a most important industry in the fattening of thousands of beeves here each year.

Great quantities of alfalfa, millet, sorghum and other forage, together with the meal and hulls, renders the fattening of beef very profitable, besides furnishing the farmer a splendid market for his surplus cotton seed and forage.

Besides the feeding done at the oil mill many farmers haul out the meal and hulls and feed on the farms, and in a few years this county will rival Kansas and Missouri as a stock farming and feeding county. The mild climate giving quite an advantage over these states, and the Panama Canal when opened will put Texas to the front in the export business. A word to the wise is sufficient.



## ALFALFA AND HOGS

Many people are not aware that many places in Hall County will grow alfalfa to perfection and that almost any part of the county will grow it successfully for grazing purposes.

This fact has solved the problem of green pasture for hogs, with the result that our more progressive farmers are putting in hog pastures, and hog raising is fast becoming a very profitable industry. The bountiful crops of kaffir corn and milo maize, the ease with which the farmers can grow sorghum and other pasture crops, and the adaptability of this climate to hog raising, will soon make of Hall County one of the greatest pork producers in the state.

This climate is especially favorable for the breeding of fine hogs, and many are turning their attention to registered stock. There is a fine field open to the hog raiser. He does not have to contend against the uncertainty of feed crops.

Kaffir corn and maize never fail, sorghum is ever present, peanuts, peas and alfalfa are practically sure.



### **SWEET CRAB APPLES**

**Grown by J. F. Bradley, Memphis, Tex.**

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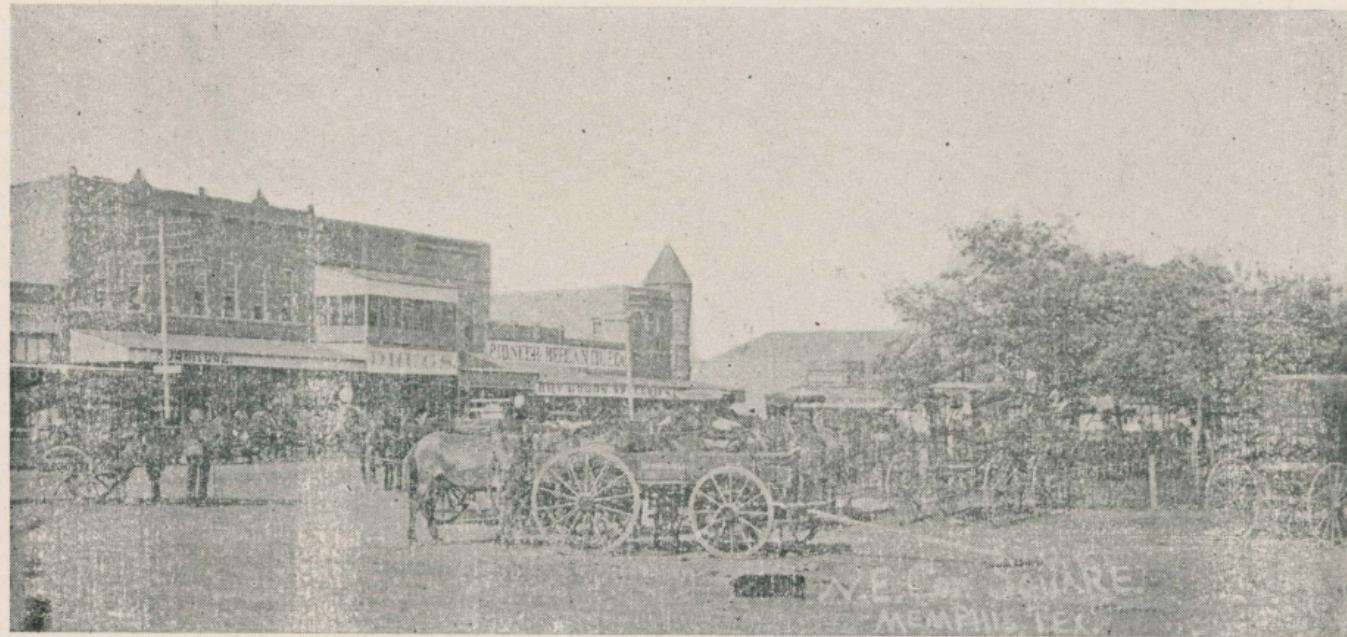
The above cut shows a cluster of crab apples, 38 on a limb 10 inches in length. This variety grows to perfection here.



## UNCLE Rufe AND HIS PLUM TREE

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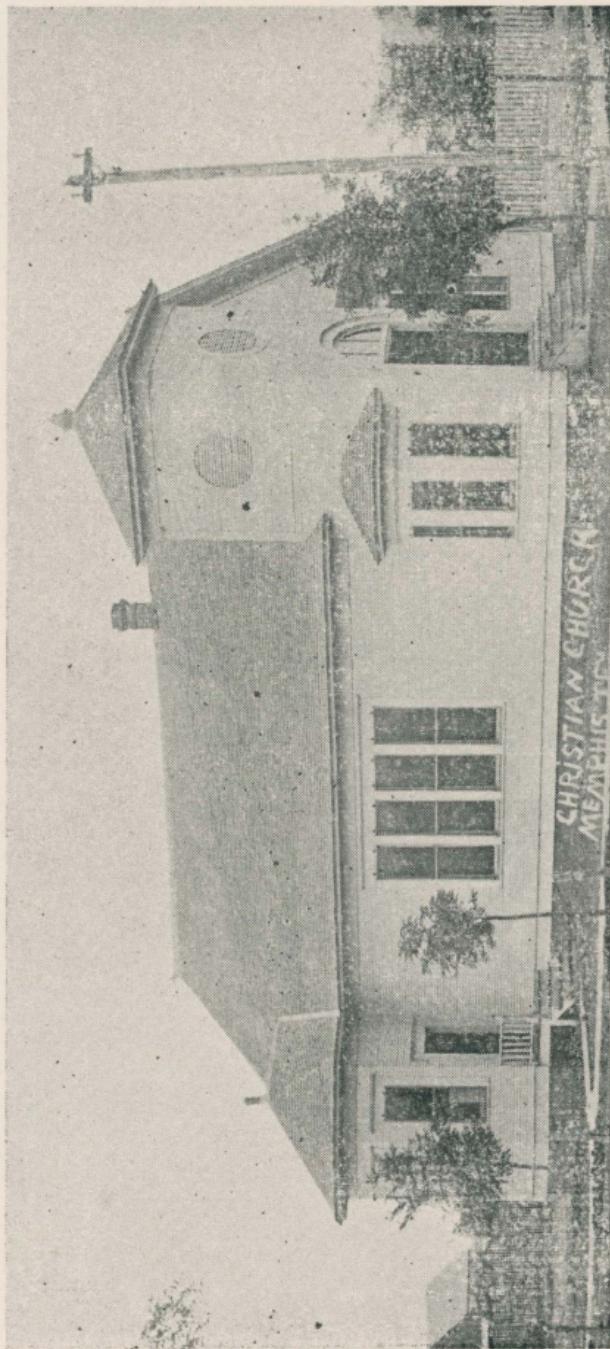
The above cut shows a prolific plum tree, grown by R. W. Williams, of Memphis. Most all of the varieties of plums grow well in Hall County, and the old Chicasaw plum grow wild and rarely fail to make abundant fruit.



STREET SCENE, MEMPHIS, TEXAS

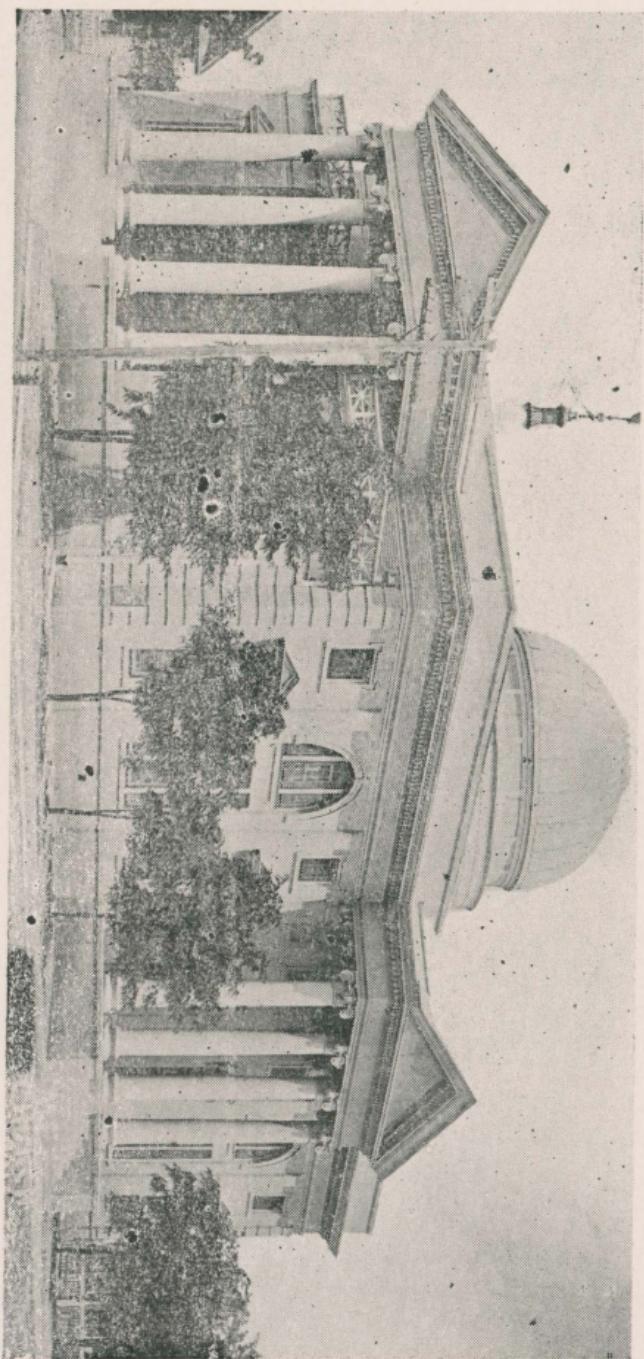


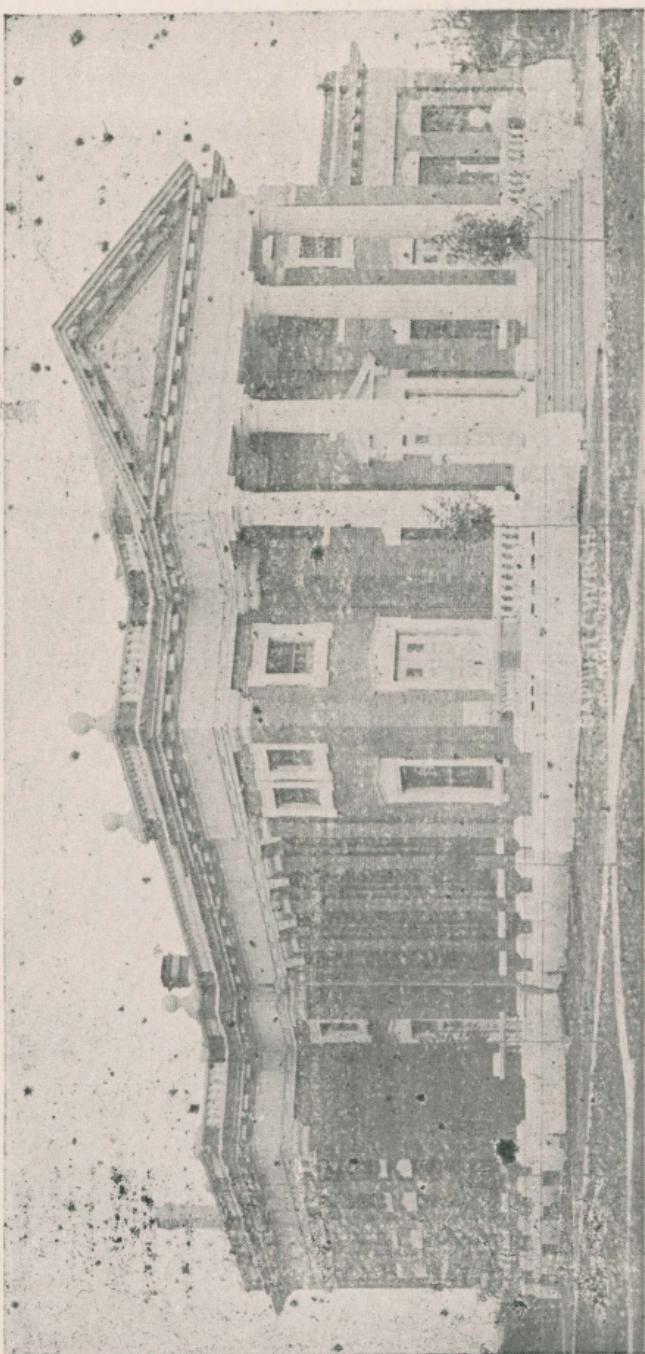
FIRST PRESBYTERIAN CHURCH, MEMPHIS, TEXAS



CHRISTIAN CHURCH, MEMPHIS, TEXAS

M. E CHURCH SOUTH





BAPTIST CHURCH, MEMPHIS, TEXAS

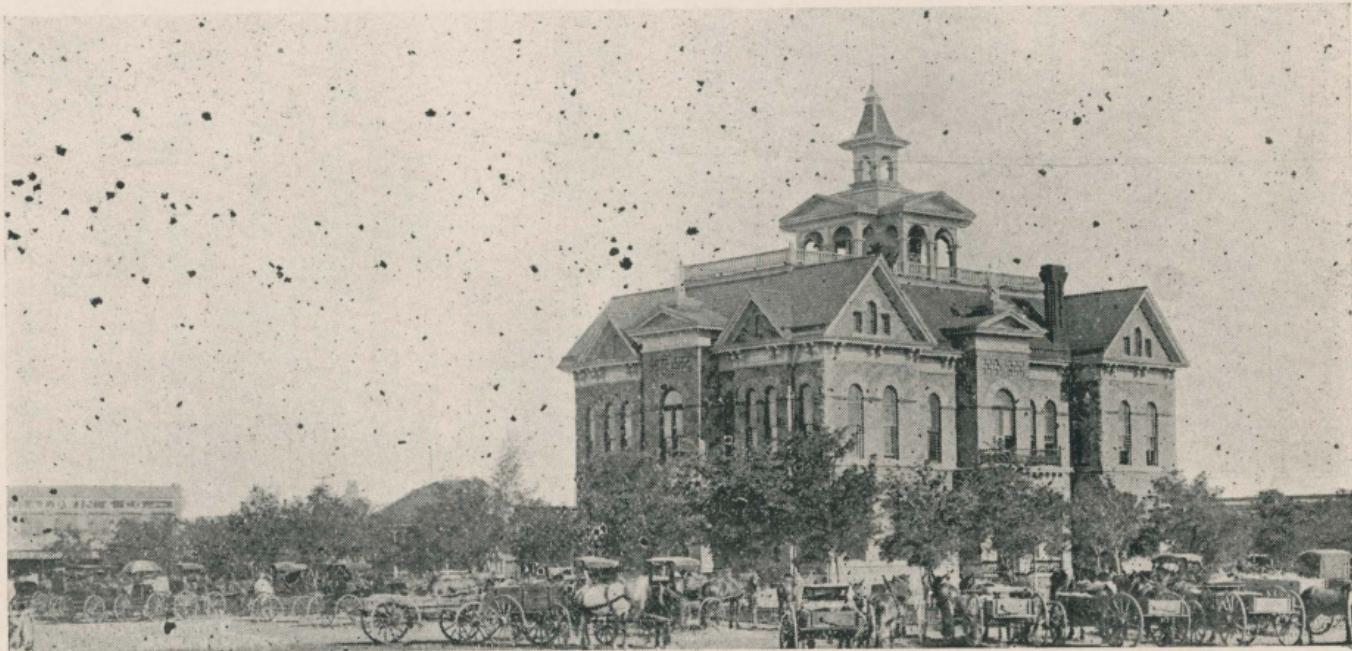
## OUR CHURCHES

The church interest in this county is far above the average. In Memphis the Methodist, Baptist, and Presbyterians have meeting houses each costing about \$30,000. The Christian church have a meeting house, taken together with the grounds, is worth \$10,000, giving a total of \$100,000 these four denominations have invested in church property; each of these buildings are modern in construction and appointments and will compare favorably with cities many times larger.

There are also good comfortable church buildings at every village and settlement throughout the county.

## TOWNS AND VILLAGES

There are in Hall county, three railroad towns—Memphis, Estelline and Newlin—and the following inland villages, Lakeview, Lodge, Turkey and Deeplake. Estelline and Newlin are both thriving towns on the Fort Worth & Denver Railroad, and the inland villages above named afford convenient trading places for farmers, in their respective localities. Estelline, Newlin, Lakeview and Turkey each have state banks.



COURT HOUSE, MEMPHIS, TEXAS, SHOWING SQUARE AND PARK

## HALL COUNTY

Hall County is situated in the southeastern part of the great Panhandle of Texas, and has an area of 868 square miles. The general surface is divided between level, undulating and broken land. The soil varies from a rich sandy loam to dark chocolate. The country is well watered by creeks supplied by springs, which are never affected by drouth, but flow continuously. There is an almost unlimited supply of underground water at an average depth of 46 feet. This country, only a few years back was known only as a stock country, but in recent years has made most wonderful progress in agriculture. The large cattle ranches have given way to the man with the hoe, and today there is no county in Texas that can show as uniformly good average record for the past fourteen years as Hall County,

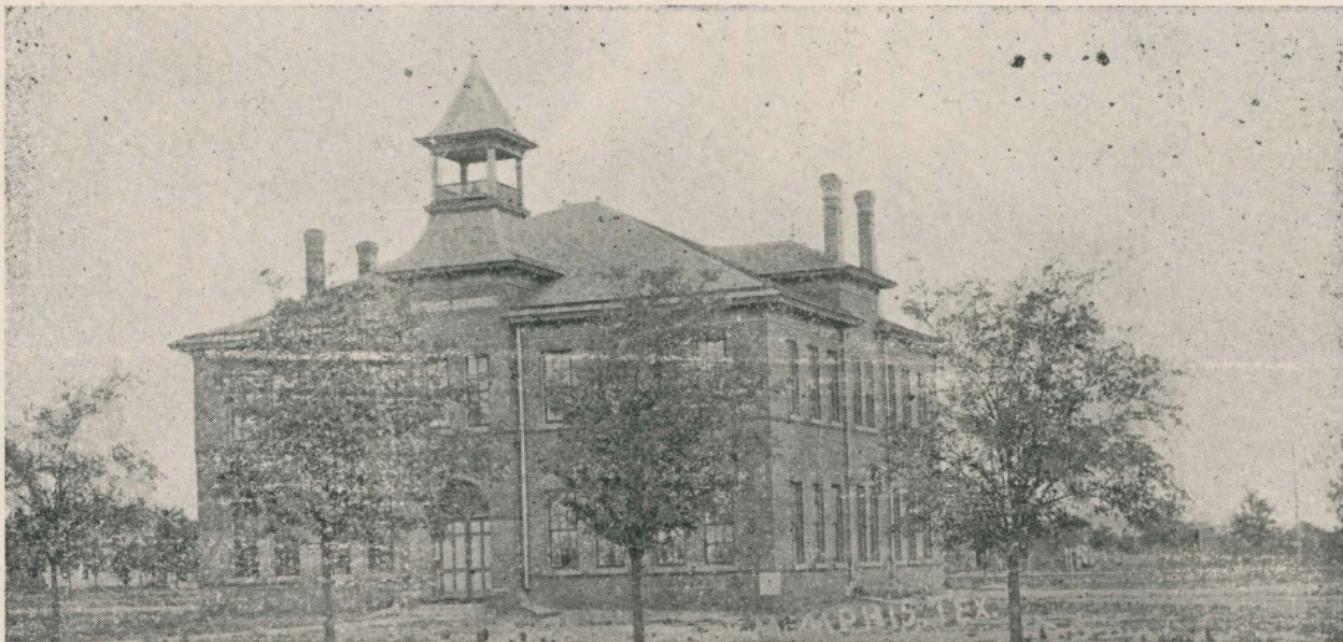




FARM SCENE IN HALL COUNTY

## THE UPPER RED RIVER VALLEY

Paloduro canyon coming down from the plains country is the source of the great Red River that divides Texas from Oklahoma, Arkansas and Louisiana and is finally lost in the sea. The headwaters of this stream, draining as it does the great plains of Texas and New Mexico, brings down to the flat country of Hall County a great ocean of water, which spreads out through loamy soil, making in Hall County and some adjacent country many sub irrigated valleys, which are as rich as the valley of the Nile, and which have become known in recent years as the FAMOUS UPPER RED RIVER VALLEY, noted for its wonderful fertility of soil, and salubrious climate. Cotton has proven to be more successfully grown here than any part of Texas, while feed and forage crops of every kind are absolutely sure. Fruits, vegetables and melons of all kinds also do exceedingly well, making on the whole one of the finest combination stock and farming countries in the South.



HIGH SCHOOL BUILDING

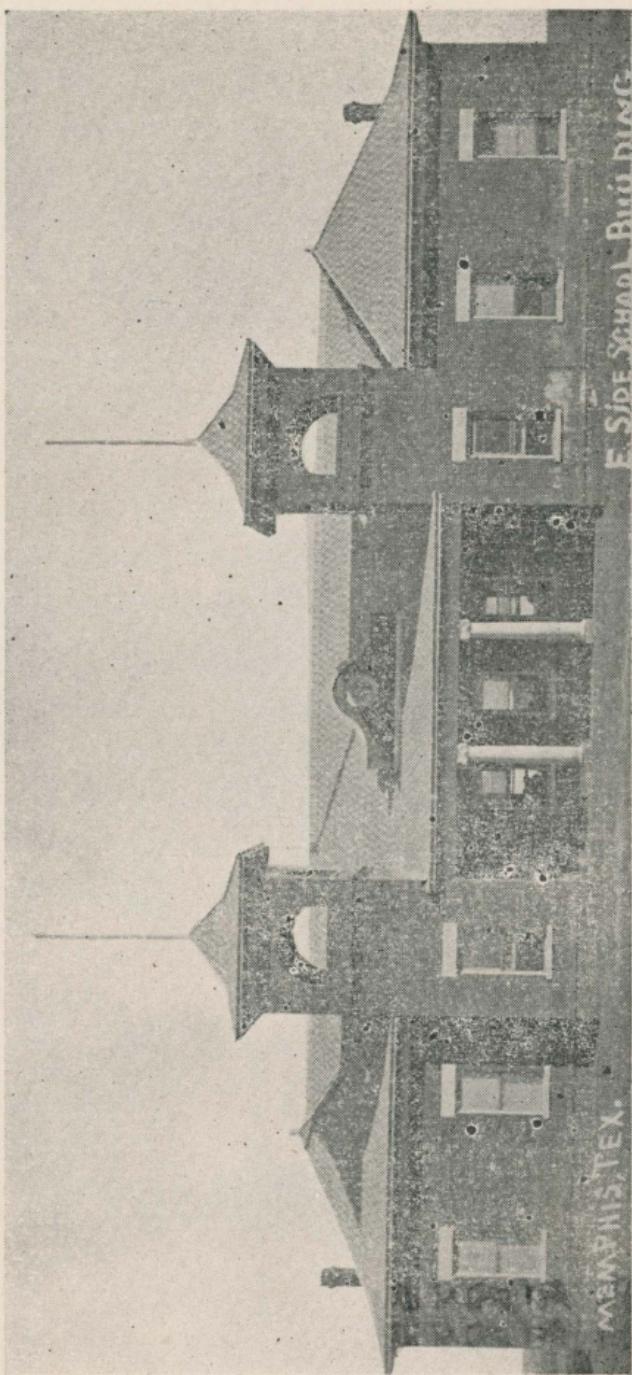
## OUR SCHOOLS

Memphis and Hall County has as fine public school system as can be found in the state. The high school at Memphis being affiliated with the State University, and pupils graduating from here may enter our best colleges and universities without examination. The public schools of Memphis enrolled during the 1911-12 term 710 pupils, the average attendance was good, and the term just opening bids fair to exceed last year's enrollment at least 100.

The country schools are also doing fine work, the average term being  $5\frac{1}{2}$  months.

Average salary paid teachers is \$66 00 per month. The average special school tax is  $29\frac{2}{3}$ .





## A FEW FACTS AND FIGURES

The cotton crop alone of Hall County for 1910 sold for an amount sufficient to have given every man, woman and child in the county \$195.00 and in 1911 was raised in the county  $3\frac{1}{2}$  bales of cotton for each man, woman and child in the county. In 1911 Hall County shipped 500 cars kaffir corn and maize, valued at over \$100,000.00.

The live stock production of Hall County runs into the hundreds of thousands of dollars each year.

### **RAINFALL**

The cool air current coming as it does from the plains country, which is some 1,000 to 1,500 feet higher than the country just below the cap rock, meets the warm moisture laden air coming from the gulf, and causes it to condense, producing rainfall near the point of change in the altitude. The average annual rainfall in Hall County is about thirty inches, and the greater part of this falls from April to October, the records showing the greatest precipitation during the months of June, July and August, making the necessary moisture condition for crops.

## PRICE OF LAND

The day of cheap land in the UPPER RED RIVER VALLEY is a thing of the past. But in comparison with the price asked in other counties for lands that do not produce as much as Hall County lands, we claim that we still have the cheapest lands in Texas and when you take into consideration the fact that we have long since passed the experimental stage, and that our agricultural lands have for the past ten years, paid from fifteen to twenty per cent on the present valuation, it is plain to be seen that the prices of lands which produce such crops are bound to advance steadily and that there are still fine opportunities for investment. The very best raw lands can be bought now at from \$15.00 to \$25.00 per acre, from ten to twenty miles from Memphis, and improved farms can be bought at \$25.00 to \$45.00 per acre, depending upon location and improvements; while nearer town the best improved places are valued at \$45.00 to \$60.00 per acre. These lands are practically all level and reasonably well improved.

HALL COUNTY  
raises more cotton per  
capita than any other  
county in Texas

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Fruit growing in Hall  
County is becoming an  
important industry

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Kaffir Corn, Milo Maize  
Alfalfa and Hogs will make  
you a living in Hall Coun-  
ty, and your cotton crop  
will be all profit

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Why not own a farm  
in Hall County?

# Hall County

The greatest combination  
Stock Farming District in the  
great Southwest

Rich Soil

Well Watered

Fine Climate

No Malaria

No Chills

Good Schools

Good Churches

Prosperous Citizens

ADDRESS . . . . .

A. W. READ

Secretary Memphis Commercial  
Club  
MEMPHIS, TEXAS